

**METHOD AND APPARATUS FOR DIRECTING INFORMATION  
TO PARTICULAR GAME PLAYERS**  
**ABSTRACT OF THE INVENTION**

The invention is a system and method for providing information to a particular player or players of a game or gaming machine. In one embodiment, the information system includes a player tracking system comprising a player tracking device at the gaming machine, a remote player tracking host and a network by which information may be sent to and from the player tracking device and player tracking host. The information system includes a information system host associated with the network, the information system host capable of generating information which is transmitted to the player tracking device at the gaming machine via the network. In one embodiment, the player tracking device includes a player tracking device controller and one or more peripherals, such as a card reader, display and speakers. Upon identification of a player of a gaming machine and satisfaction of one or more criteria, the information system host generates information and transmits it to the player via the gaming machine. The information may comprise advertising, promotion, bonus, and multi-media information such as lights, sounds and images, either still images or video clips or streaming/continuous video.

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